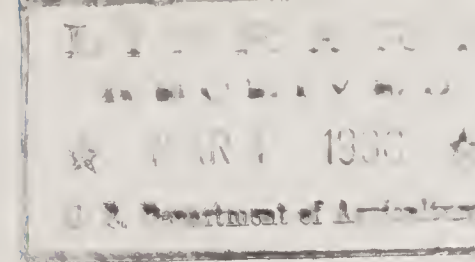


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Do not assume content reflects current scientific knowledge, policies, or practices.

Smiley's
**WATER
GARDENS**
SEWARD • NEBR.

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Guaranteed.



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ORDER BLANK

Be Sure to Read “How to Order” on Opposite Page

SMILEY'S WATER GARDENS

SEWARD, NEBRASKA

Date.....

Name.....

Street.....

City.....State.....

Express Office.....

If different from Post Office

TERMS:

Cash or c.o.d. Hardy water lilies, plants, seeds, and snails shipped by **parcel post, prepaid**, for order of **\$1.00 or over**. If less than \$1.00, add 10c for postage.

Goldfish, Tropical Lilies, Tadpoles, Aquariums, and all supplies shipped by EXPRESS COLLECT. Add 50c for shipping can on fish orders.

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LILY BULBS FREE!

On all Lily and water plant orders totalling \$5.00, we will give, absolutely free, one Somptuosa (Pink) value \$1.50.

On all Lily and water plant orders totalling \$10.00, we will give a Somptuosa, value \$1.50; and a Gonnere (White) value \$2.00.
Total value \$3.50.

On all Lily and water plant orders totalling \$15.00 or more, we will give absolutely free, one Somptuosa, Pink; one Gonnere, White, and one Amabilis, large Pink, (value \$3.00). Total value \$6.50.

●

COMMERCIAL FERTILIZER

• FOR LILIES AND WATER PLANTS

Properly balanced preparation which will repay you many times in bigger blossoms, healthier, hardier plants. It may be used to good advantage for either water plants or other flowers and perennials. Use about one quart of fertilizer to each three bushels of soil, or in very small amounts at intervals, to nourish the plants.

Per pound, 50c; 3 pounds, \$1.00.

●

SPECIAL NOTICE

WITH YOUR ORDER, SEND US NAMES AND ADDRESSES OF FRIENDS WHO HAVE POOLS
For five names, we will send, FREE, with your order, One Water Plant

Name	Address
Name	Address
Name	Address
Name	Address
Name	Address

THE CULTURE OF WATER LILIES

(PLEASE READ BEFORE PLANTING)

ESTABLISHING THE WATER GARDEN

Water lilies are so easily and successfully grown by those who have had no previous experience that by following these simple methods one may be assured of an abundance of beautiful flowers throughout the season. Once planted, the pool needs very little care—no hoeing, nor the watering that is so necessary for growing most other varieties of flowers.

WHEN TO PLANT: **Hardy** water lilies may be planted as soon as they begin to show growth in the spring, usually about April first, and may be planted up to the last of August with good results. **Tropical** water lilies should not be planted before the first of June except in the latitudes south of Kansas.

MATERIALS NEEDED:

Containers for the Plants: We like the large size candy pails for a single lily. If these are not available, boxes may be made from any rough boards, one inch thick and twelve inches wide. Permanent boxes may be built of brick or concrete, but movable boxes are preferred, as they may be placed in the basement, containing the lilies, during the winter.

Soil: Most any garden loam will give good results.

Fertilizers: The best are cow manure, well-rotted if possible, and bone meal. Use cow manure at the rate of one part to five parts garden loam. Commercial fertilizers should be used at the rate of one pound to each cubic foot of soil.

Sand: One inch layer of sand or gravel over the boxes, after planting, will help keep the water clear.

All that is required to grow lilies is **fertile soil, still water, and plenty of sunlight**. It is unnecessary to drain the pool during the growing season. Simply replace the evaporation. Shortly after planting, the water may be-

come green from the fertilizer used in the soil. Allow the water to run in and overflow the pool, if this condition arises.

IMPORTANT: When you receive your shipment of roots, unpack at once and place them in water until ready to plant. Should you need to keep them for some time before planting, it is best to submerge fully one-half the root in mud and cover with water.

HOW TO PLANT: The lilies may be planted in individual boxes, or in soil spread over the bottom of the pool, to the required depth. The important item is that plenty of root room be allowed. Each lily should have at least one cubic foot of soil. The plant should be set with the crown of the root even with the surface of the soil, then covered with about an inch of gravel. Plant the lilies about four feet apart.

WINTER CARE: **Hardy** water lilies may be removed to the basement and kept moist and protected from mice throughout the winter. They need no other protection other than from direct freezing of the roots.

Goldfish should be removed to a tank in the basement and fed very sparingly, in climates where the pool freezes over.

INSECT ENEMIES: Plant lice, or aphids, are the only common pests of water lilies. They are easily controlled by washing off with a strong spray from the hose, and the fish eat them. "Black Leaf 40" mixed according to directions rids the plants of this louse.

ORNAMENTAL POOLS—EASY TO BUILD

DESIGNING THE POOL

Small species of water lilies require only a small pool—three feet or more in diameter. Larger varieties must have a pool at least six feet wide. Depth depends upon the type of planting. For water lilies, a depth of at least 22 inches is desirable.

Excavate to the required depth including the thickness of the floor. Pools with vertical sides are built with forms. If the soil is firm, no outside form is needed.

Pools with sloping sides often are built by "plastering" a stiff concrete in place. Wire mesh reinforcement is used. Natural rock may be set in the concrete.

Pools having curved or irregular shaped walls are made with forms of 20 gauge galvanized iron wire, readily bent to the desired shape.

REINFORCEMENT

Reinforcement should be used as shown in the accompanying drawings. Place the floor and walls in one operation to avoid construction joints.

Support the interior wall forms across the top of the excavation so that the bottom hangs six inches from the bottom of the pit. Spreaders, or braces, extending across the pool from one form to the other, prevent bulging when the forms are filled with concrete.

MAKING THE CONCRETE

Strong, durable, watertight concrete is easily made. Most important is the amount of water used per sack of cement.

Use about 4½ to 5 gallons of water per sack.

The correct mix (determined by a trial batch) should be plastic, holding its shape well, but not crumbly. If too stiff, use slightly less sand and gravel; if "runny," add sand and gravel until the proper proportion is obtained.

1. Make a dry mix of about 1 part portland cement, 2 parts clean sharp sand, 2½ to 3 parts clean gravel. Mix thoroughly until the color is uniform—no gray or brown streaks.

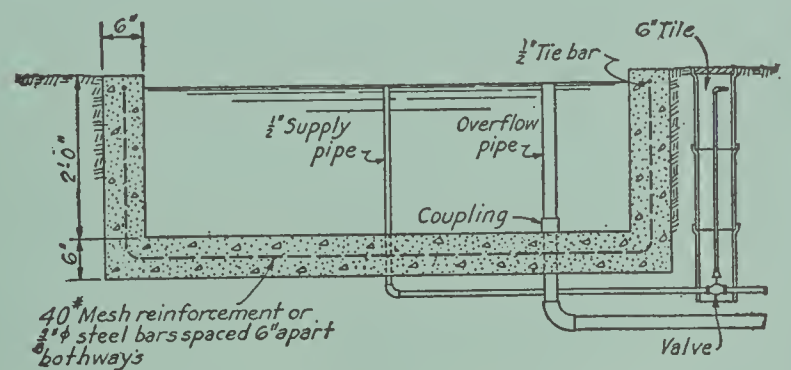
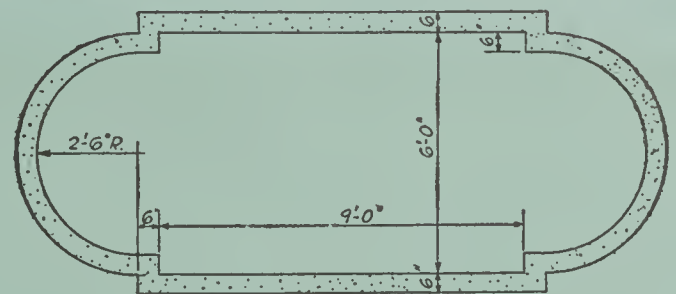
2. Add correct amount of water and mix until sand and pebbles are thoroughly coated with cement paste.

The concrete should be placed within 30 minutes.

PLACING THE CONCRETE

Oil the inside of the forms so that concrete will not stick to them. First place the concrete for the floors. Then deposit the concrete for the walls in 6- or 8-inch layers all around the pool, spading each layer as it is placed. A garden hoe, straightened out, makes a good spading tool.

Often, pools are built partly above grade. A foundation two or three feet deep should be used.



Plan and Cross Section of a Simple Garden Pool

CURING

Do not permit newly placed concrete to dry out

Protect it from sun and drying winds for a week to 10 days. A covering of burlap or canvas, sprinkled often enough to keep it moist, is satisfactory covering while curing.

THE MINIATURE POOL OR TUB GARDEN

The most inexpensive is the tub garden. Not much room is needed—only three or four feet square makes a very nice, small water garden. Choose a sunny spot and sink a wash tub or half barrel in the ground. Two or three tubs are sometimes grouped together filling in the space with perennials or rock plants. The tub should be filled with five or six inches of good garden loam with a big handful of commercial fertilizer well mixed in. At intervals of three weeks a spoonful of fertilizer added to each plant will tend to produce more blossoms.

HOW TO ORDER

PLEASE READ CAREFULLY BEFORE ORDERING

ORDER EARLY. It is most important that your order be in our hands early in the season, as in May and early June we are very rushed. If you wish our prompt attention and want to get your plants in early, order in February or March.

USE ORDER BLANK. Please do not give your order on the same sheet with your letter. We can give you much quicker service if you use the order blank for the order, and letter paper for questions or comments. Give your name in full, together with street or rural route, and city and state.

IMPORTANT—PLEASE NOTE

SHIPPING TERMS:

Hardy water lilies, aquatics and plants, seeds, Lotus, Iris, and snails will be shipped parcel post prepaid, on orders of \$1.00 or more. If less than \$1.00, add 10c for postage.

Tropical lilies, goldfish, tadpoles, aquariums and all other supplies will be shipped by express, charges collect.

On all orders for goldfish, add fifty cents for shipping can. All fish are shipped express, collect, including those in collections.

SHIPPING TIME. Hardy lilies and aquatics can be shipped at any time of the year, but we ordinarily do not take them from the pools until the end of March. They may be planted as late as August 1st.

Tropical lilies are not shipped until the first of June except in latitudes south of Kansas.

Goldfish, aquariums, and supplies can be shipped at any time of the year.

REMITTANCES. Please make all checks and money orders payable to Smiley's Water Gardens. We prefer stamps to coin for small orders. Please do not send loose coin.

GUARANTEE. All plants are guaranteed to be true to name and in good condition when shipped. Due to conditions over which we have no control—weather, and care, we do not assume any responsibility for results after planting. Complaints, if any, can be considered only when tendered at the time plants are received.

SUBSTITUTIONS. If it should happen that we are out of one or more of the varieties you order, we will substitute, with your permission, another variety equally good or higher in value than the original order.

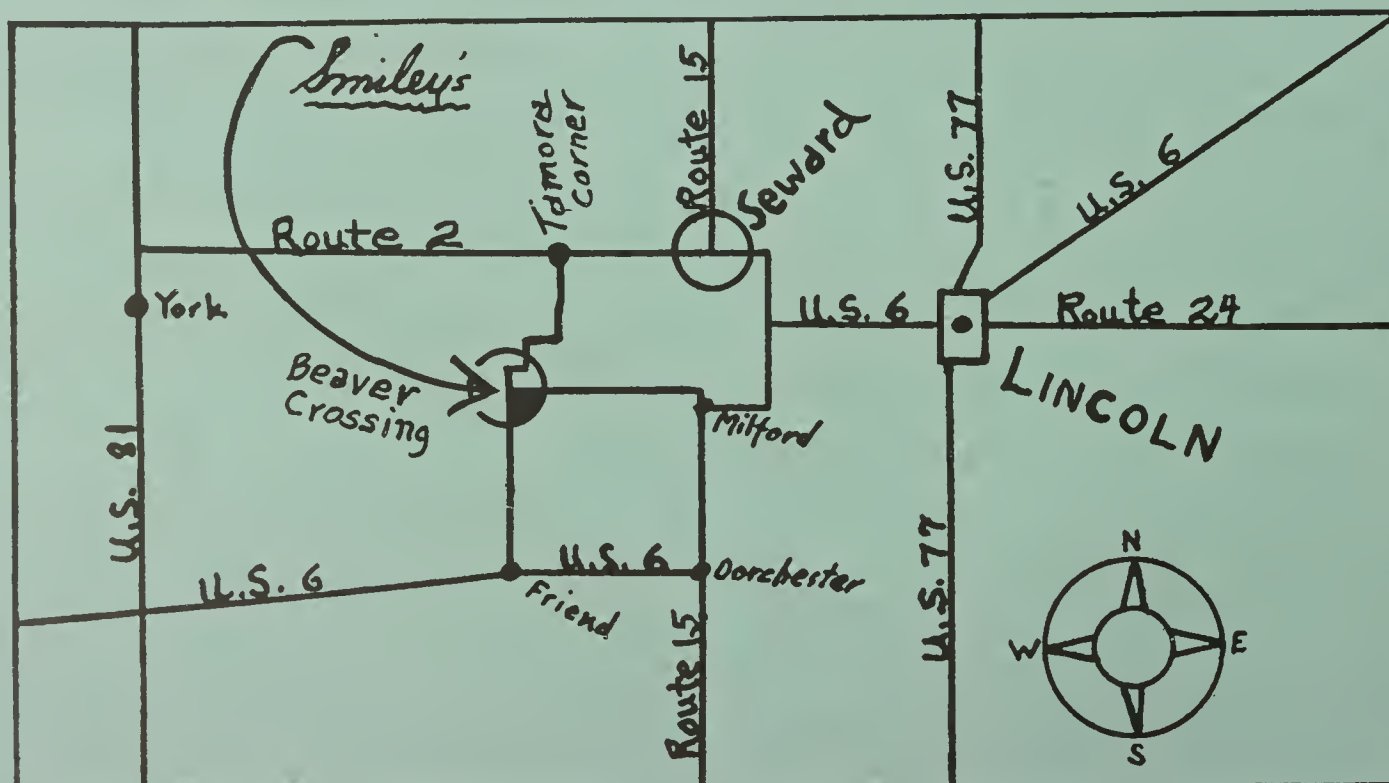
VISIT OUR GARDENS

We are proud to welcome thousands of visitors to our gardens during the spring, summer, and fall; our collection of Water Lilies includes practically every variety in existence today. We have over 700 of the choicest, newest Iris, many of them not listed because the supply is limited,

as they are very rare. We have acres of lily pools, large beds of Dahlias, Gladioli, Zinnias, and other flowers in profusion.

The card which you will receive in acknowledgment of your order will admit you and your entire party to the grounds at any time.

The general admission price is 10c for adults, children free.



- - I R I S - -

No garden is complete without Iris. They may be used as a border treatment, in informal clumps, or in most any manner, and the results can be nothing but pleasing. The foliage is attractive nearly all year around, and by including in your list of Iris some of the intermediates, tall bearded, and fall blooming varieties, the blooming season can be considerably extended beyond the ordinary duration.

The tall-bearded varieties love the sun, and for most abundant and luxuriant blossoms, should be in complete exposure. Good drainage is necessary.

Time of shipment. We generally begin shipping bearded Iris right after the blooming season, which is around June 15th, and continue shipping until October 1st. Siberian and Japanese Iris may be shipped either late in the fall or early in the spring.

All Orders Over \$1.00 are Postpaid. For orders less than \$1.00, add 10c for postage.

Superior Varieties of Iris

In addition to our list of the finest Sass Iris, we offer the following superior varieties of Iris—

ADOBE—S. warm buff, shading to red. Fall pomeranian red, with buff margin. **50c.**
AIRY DREAM—A delightful clear pink. **25c.**
ALTA CALIFORNIA—S. clear yellow. Falls deep yellow, faintly bronze. **75c.**
AMIGO—S. light lavender violet. F. deep hyacinth violet, shading lighter to a narrow white margin. **\$8.00.**
ANNE MARIE CAYEAUX—Exquisite blend of heliotrope, pink, and blue. **75c.**
ASTORETH—Large flower of soft, creamy yellow; fine substance. **\$1.00.**
AUREX—S. bright, clear yellow. F. velvety blue-purple, with narrow buff border. **40c.**
BEOTIE—Restful grey blue. **\$1.00.**
BEOWULF—S. rich brown. Falls maroon margined brown. **\$12.50.**
BLACK WINGS—Fragrant flower of unusual texture, in color velvety blue-black. **75c.**
BLUE AND GOLD—Deep rich blue with orange-yellow beard. **35c.**
BLUE RIBBON—Dark blue bi-color. **25c.**
BLUE TRIUMPH—Light blue self. **\$5.00.**
BLUE VELVET—A clear, rich, heavy-textured flower, dark blue self. **50c.**
BROWN BETTY—Cinnamon brown, with copper tones and hushed lavenders. **\$3.50.**
BRUNHILDE—Dark soft bluish violet, with blue beard. **\$5.00.**
BUECHLEY'S GIANT—Mammoth blue bi-color, very impressive. **75c.**
BURNING BRONZE—Dark red, with bronze suffusion, **\$6.50.**
BYZANTIUM—Tan-gold, with faint blue blaze. **\$5.00.**
CALIFORNIA GOLD—Deepest yellow. **\$7.00.**
CHEERIO—Satinny ruby red, orange beard. **\$4.75.**
CHINA LANTERN—Frosty bronze standards, russet-red falls. **\$2.00.**
CHROMYLLA—One of the best yellows, of magnolia-like texture. **\$1.00.**
COPPER LUSTRE—Irridescent copper, like a new penny. **\$12.00.**
COPPERSMITH—Coppery-red in tone, free blooming in habit. **25c.**
CORALIE—St. reddish pink, flushed lavender. F. glowing shade of wine-red. **\$2.75.**
CREOLE BELLE—Bishop purple self. **\$2.75.**
CROWN JEWEL—Red and burnt orange, similar to Clara Noyes. **\$2.75.**
CRUCIBLE—Bluish grey, with golden throat, yellow beard. **75c.**
DARK KNIGHT—Dark, rich mahogany red, changeable, sometimes as dark as Black Wings. **\$4.00.**
DAUNTLESS—One of the reddest of Iris, of velvet-rosy-red tones. **50c.**
DAZZLER—Rosy-red, with fine carrying range. **50c.**
DEPUTE NOM BLOT—Light, glowing rosy purple, overlaid bronzy gold. Deep orange beard. **50c.**
DESERT DAWN—Rich yellow and lavender. **50c.**
DESERT GOLD—Bright yellow. **50c.**
DIRECTEUR PINNELLE—Bronze red. Stands copper-wine. Falls velvety garnet red. **\$6.50.**
DOLLY MADISON—Blend of mauve to yellow, orange beard. **25c.**
DRUID—Yellow bi-color, giving rather brown effect. **25c.**
EASTER MORN—Warm white, rich golden beard. **\$1.00.**
EL CAPITAN—Large light blue. **25c.**
ELLA WINCHESTER—Large clear intense red. **\$6.50.**
ELOISE LAPHAM—Light bluish pink. **25c.**
EOTHEN—Antique Ivory. **35c.**
ERIN—Blue bi-color. **50c.**
EROS—Blended tones producing a pale coral pink. **\$3.50.**
ETHEL PECKHAM—Brown-red tone. **\$2.75.**
ETHYLWYN DuBUAR—Large pink, prominent orange beard. **\$1.00.**
EVOLUTION—Rich electric blue. **30c.**
EXCLUSIVE—Large light blue. **\$15.00.**
FARANDOLE—St. French grey. Falls purple-rose. **\$1.00.**
FAR WEST—Huge blend of soft gold, light bronze and pale salmon. **\$15.00.**
FASCINATION—Clear, bright pink. **50c.**
FRIEDA MOHR—A deep pink of gigantic size and perfect form. Consistent prize winner. **25c.**
GENEVIEVE SEROUGE—Tawny yellow, flushed pale gold. Falls lilac, edged yellow. **\$2.00.**
GLEAM—A large, soft blue flower, blooms profusely. **25c.**
GUDRUN—Massive flower of the purest snow white. **\$5.25.**
GRACE STURTEVANT—An exceedingly rich blend of deep red-bronze and violet carmen. One of the most richly colored of all Iris. **35c.**
HAPPY DAYS—One of the best yellows, Pinard yellow. **\$7.50.**
HERNANI—Fine copper-red. **35c.**
INDIAN CHIEF—One of the outstanding recent introductions; gigantic velvety red bi-color. **50c.**
INDIAN HILLS—Rich true purple. **\$10.00.**
INDIGO BUNTING—Crisp, silvery, cool blue. **\$1.75.**
ION—St. pure violet blue. Falls blackish violet, lighter border. **\$1.00.**
IVORY COAST—Ivory itself. **50c.**
JAMES STORER—Standards rhododendron, falls pansy purple. **\$20.00.**
JEAN CAYEAUX—Pale Havana brown, with golden glint. **\$2.25.**
JERRY—Distinct ruby-red. **\$1.75.**
JOLLY ROGER—Vivid bi-color, ultra-marine and azure. **\$3.00.**
JUNE BRIDE—A waxy white flower, with brilliant gold beard. **25c.**
KUBLAI KHAN—Rich rosy-red bi-color. **25c.**
K. V. AYRES—Soft, coffee-color, with lavender and cream-pink overglow. **\$2.00.**
LADY PARAMOUNT—Light primrose yellow. **\$5.00.**
LEGEND—Standards deep blue. F. rich velvety deep claret, with light edging. **\$1.00.**
LOS ANGELES—Gigantic white flowers with feather-stitch edging of blue. **50c.**
LUCRE—Deepest yellow possible to produce. **\$7.50.**
LUCREZIA BORI—Giant late blooming yellow. **\$15.00.**
MABEL TAFT—Giant blue bi-color, velvety falls. **75c.**
MARCO POLO—Clear toned bi-color, lustrous rose standards, brilliant velvety falls. **\$12.50.**
MARY BARNETT—One of the best light blues. Orange beard. **25c.**
MARY GEDDES—Rich golden-salmon blend. **\$1.50.**
MARY SENNI—Mauve-pink blend. **35c.**
MARQUITA—S. cream, f. watermelon-rose veined over cream. **\$1.50.**
MAYGOLD—Light cream yellow intermediate. **25c.**
MELCHIOR—Bronzy claret self. **25c.**
MELDORIC—Black-violet. **\$2.00.**
MEPHISTO—Lustrous deep indigo. **75c.**
MILDRED PRESBY—S. creamy white, f. rich dark velvety pansy violet, with lavender-white border. **25c.**
MINISTRE FERDINAND DAVID—Massive flower, superb form and texture. S. silky red-purple, f. velvety glowing dark red-purple. **50c.**
MIRASOL—Warm, deep yellow. Fine in form and finish. **25c.**
MISSOURI—Clear, rich shade of medium blue. **\$5.00.**
MOHRSON—S. deep violet, f. violet closely covered dark violet. **\$5.00.**
MORNING GLORY—Extra fine red bi-color. **25c.**
MOTIF—Pansy violet. **35c.**
MRS. HERBERT HOOVER—Near pink blend. **65c.**
MRS. J. L. GIBSON—Nearly a blue self. **\$5.00.**
MRS. VALERIE WEST—Exceptionally fine bronze-violet, with maroon crimson. **25c.**
MUSSOLINI—Giant deep blue-purple, f. heavily veined white. **\$10.00.**
MY MARYLAND—Reddish bronze blend. **25c.**
NARANJA—Yellow, distinct orange overcast on falls. **\$15.00.**
NENE—Rose-lilac and purple, flowers 9 inches long. **35c.**
NEON—Copper-red bi-color. **\$4.00.**
NINGAL—Buff blend—s. pale bronze-buff, f. warm buff, with pale blue. **35c.**
NORDIC—Soft toned, golden tan s., violet falls. **\$1.50.**
NURMAHAL—S. bronze, overlaid violet. F. deep blackish brown crimson. **60c.**
ODOROLOC—Light tone of mauve. **25c.**
OREGON GIANT—Dark plum purple. **25c.**
OX-HEART—Red-purple bi-color. **\$2.00.**
PACIFIC—Light toned blue self. **25c.**
PALE MOONLIGHT—Glistening pale Campanula blue. **\$1.00.**
PARTHENON—Warm white. **\$1.50.**
PASTEL SHADES—Intermediate plicata combining yellow, amber, old gold, overlaid with pink tones. **50c.**
PAVANNE—Deeply bronzed purple-red. **25c.**
PERSIA—Blue toned blend. **50c.**
PHOSPHOR—Medium yellow self. **75c.**
PICADOR—Fine yellow variegata, standards honey yellow, falls mineral red. **\$1.00.**
PLURABELLE—S. golden yellow, f. blend of gold and pinkish mauve. **\$5.00.**
PRAIRIE ROSE—Translucent pink of modest size, very good tone and quality. **\$2.00.**
PRES. PILKINGTON—Pastel blend of buff with blue, lavender and rose, golden beard. One of the most beautiful of the blends. **35c.**
PROF. S. B. MITCHELL—Huge red-violet. **\$6.00.**
PURISSIMA—Pure white. **40c.**
RASAKURA—S. rose-purple, f. purple. **25c.**
RED DOMINION—Mulberry purple with deeper falls. Medium height, fine in form. **75c.**
RED GLOW—Royal velvety red. **\$1.50.**
RED RADIANCE—Red, with warm brown undertone. Very appealing and effective. **75c.**
RED ROBE—Ruby-red. **\$1.00.**
ROBERT—New yellow, faint blue flush on falls. **\$4.00.**
ROSE DOMINION—Deep rose pink. **75c.**
ROSE MARIE—Silvery violet and red-purple. **35c.**
ROSE MITCHELL—Lovely rose colored Iris. **40c.**
ROYAL BEAUTY—S. medium blue, f. lustrous velvet. **\$1.00.**
RUBEO—Rose and deep maroon. **\$1.00.**
RUSTY GOLD—Bronzy orange blend. **75c.**
SACHEM—S. lustrous pale bronze, f. velvety dazzling red-brown. **25c.**
SACRAMENTO—S. white, heavily edged red purple, f. reticulated same color. **50c.**
SANDIA—Deep pink blend. **\$2.50.**
SAN FRANCISCO—Large plicata, white with blue markings. Unusually large blossoms and fine branching. **25c.**
SANTA FE—Palest imaginable blue. **50c.**
SERENITE—Blend of soft yellow and blues. **\$2.00.**
SHASTA—Pure white. **35c.**
SHAH-JEHAN—Rich oriental colors. **\$2.00.**
SHINING WATERS—Clear blue. **75c.**
SHIRVAN—S. pale lustrous brown and yellow, f. rich red-brown. **\$1.50.**
SIERRA BLUE—Clear, soft blue. **\$2.00.**
SIKH—Rich bronzy purple blend. **25c.**
SIR GALAHAD—Pink and rose bi-color, making an excellent contrast. **25c.**
SIR KNIGHT—Deep raisin purple. **\$5.00.**
SIR MICHAEL—S. lavender-blue. Falls red-purple. **35c.**
SIR TURQUINE—A new, fine deep blue. **\$5.00.**
SONATA—Bronze buff stands, falls having lilac reflections. **25c.**
SOUV. DE LOETITIA MICHAUD—S. lobelia blue, shading to paler blue. Falls of the same color, beautifully fringed yellow at haft. **50c.**
SPRING CLOUD—Plicata, s. edged lavender, f. white with faint edging of blue. **\$2.00.**
SPRING MAID—Honey pink blend. **50c.**
SUMMER TAN—Blend of golden tan, rose and olive. **\$4.00.**
SUN MIST—Creamy white with golden center. **\$3.00.**
SURPRISE—Medium blue. **50c.**
SWEET ALIBI—Cream to primrose yellow. **\$3.50.**
TAJ MAHAL—Handsome, rugged, pure white. **25c.**
TALISMAN—Blend of yellow and peach rose. **75c.**
TAPESTRY—A gorgeous blend of mulberry and purple, s. blend in smoky tones. **50c.**
TENAYA—Deep purple, with warm brown undertone. **\$1.00.**
THAIS—Soft pink to white. **25c.**
TINT-O-TAN—Golden tan, with tints of amber and bronze. **\$8.00.**
TRAIL'S END—Orange-red tones. **\$4.00.**
UKIAH—Large flowered, s. bronzy plum, f. rich velvety mahogany. **\$3.00.**
UNCLE REMUS—Deep mulberry purple self. **25c.**
VALOR—Blue-violet stands, black-violet falls, distinctive in form and substance. **75c.**
VENUS DE MILO—Fine white. **50c.**
VERT GALANT—Copper-red and garnet. **75c.**
WASATCH—One of the largest plicatas, very broad petals, white flower with even markings of blue. **\$3.00.**
WINNESHIEK—Blue-purple bi-color, large blossoms with frilled standards. **75c.**
WO TAN—Very deep purple. **\$1.00.**
WM. MOHR—Ground color pale lilac, whole flower beautifully veined Manganese violet. One of the most striking of all Iris. **35c.**
ZUNI—Red-tan stands, Indian-red falls of velvety texture. **\$1.00.**



Midgard

Euphony

Clara Noyes

SASS SPECIAL

\$1.00

Euphony

Midgard

Clara Noyes

Postpaid

SASS IRIS

The Finest in the World ("Sass Means Quality")

ABELARD—Brown-Purple. **25c.**
ALICE HORSEFALL—Velvety Red-Purple. **50c.**
AL-LU-WE—Large-flowered variegata. Yellow standards, red falls. **50c.**
AMBERA—Amber-Yellow. **50c.**
AMENTI—Stands Grey Vinaceous, Falls Light Mauve. **\$5.00.**
AMITOLA—Stands and Stigmas light Russet Vinaceous. **\$7.50.**
ANITRA—Verbena Violet self. **\$15.00.**
AUTUMN GLEAM—Citron Yellow. **\$1.00.**
AUTUMN HAZE—Purple Violet. **\$1.00.**
AUTUMN QUEEN—White. **25c.**
BALDWIN—Dark Blue-Purple. **35c.**
BLACKAMOOR—Large dark Blue-Purple. **50c.**
BLUE HILL—Clear Blue-Toned. **35c.**
BLUE MONARCH—Bluish-Violet self, color tone of clear Light Blue. Large. **75c.**
BLUE WAVES—Rich dark Blue. **25c.**
BUTO—Rich dark Purple Bi-color. Velvety, nearly Black falls. **25c.**
CAROLINE E. STRINGER—Beautiful Pink tinted Iris. **25c.**
CHALLENGER—Velvety dark Purple. **25c.**
CHIEF—Dark Blue-Purple. **2 for 25c.**
CHURCHMOUSE—Brown. **25c.**
CLARA NOYES—Orange-Red and Rose. **75c.**
CLARIBEL—Large flowered Plicata, on the order of Los Angeles. 40 inch branching stems. **\$5.00.**
COSSETTE—Early flowering White Intermediate. **\$1.50.**
CRYSTAL BEAUTY—Large White on 40 inch, well-branched stem. **\$3.00.**
CYRUS—Empire Yellow. **25c.**
DORE—Stands Yellow, falls White with light Yellow sheen. **\$5.00.**
DOUGLAS—Lavender-Purple. **\$1.00.**
DOXA—Buff-Yellow. **25c.**
ELEANOR ROOSEVELT—Red-Violet, persistent fall bloomer. **50c.**
EUPHONY—Mustard Yellow, tipped with Chamais. **25c.**
GENTIUS—Bluish Purple. **25c.**
GOLDEN BOW—Chrome Yellow. **75c.**
GOLDEN HARVEST—Fall-blooming Yellow. **\$1.00.**
GOLDEN HELMET—Striking, brilliant variegata. **\$5.00.**
GOLDEN LIGHT—Apricot Yellow, lightly striped Buckhorn Brown. **\$2.00.**
GOLDEN WEST—Yellow. **25c.**
IMPERIAL BLUSH—Blush Pink. **\$1.00.**
IRMA POLLOCK—Magenta Carmine. **25c.**
JOYCETTE—Raisin Purple stands, Blackish Purple falls. Effect of sun shining through gives rich, blazing Red. **\$2.00.**
JUMBO—Violet-Mulberry Purple. **2 for 25c.**
KING JUBA—Clear colored, large Variegata. **35c.**
KING TUT—Brown-Red. **35c.**
MAID OF ASTALOT—Stands and Falls White, Bluish margin at throat. **\$7.50.**
MIDGARD—Most popular Pink and Yellow blend. **25c.**
MIDWEST PRIDE—Deep Violet Bi-color. Grand in any garden. **35c.**
NEBRASKA—Late blooming Yellow. **50c.**
NEOLA—Violet-Brown. **25c.**
NO-WE-TA—A pinker Midgard. **75c.**
OMAHA—Red-Purple. **25c.**
ORIANA—An excellent, large clear White. **\$2.00.**
OWAISSA—Dwarf-Bearded Blue Self. **25c.**
OZONE—Blue-Violet Self, Pinkish sheen. **\$7.50.**
PAPIO—Stands Pansy Purple. Falls Violet Carmine. Early flowering intermediate. **\$1.00.**
PEACHES—Blend of Peach, Apricot, and Orange. **35c.**

PINK OPAL—Darker than Pink Satin. **50c.**
PIXY—Dwarf plicata. **25c.**
QUIVERA—Mingling of Buff, Pink, Yellow, Orange, and Brown. **2 for 25c.**
RAGUSA—Finest rich dark Red-Purple, intermediate. Stands Pansy Purple. Falls Blackish Red-Purple. **25c.**
RAMESES—Pink and Rose-toned blend. Dykes Medal winner. 1932. **35c.**
RED ORCHID—Violet-Carmine Intermediate. **25c.**
RED WING—Brownish vinaceous Carmine. **50c.**
ROSE OF CUBA—Rose-toned, yellow beard. **25c.**
SANGREAL—Fine Yellow Intermediate, Fall bloomer. **\$1.00.**
SIEGFRIED—S. Naples Yellow, with sheen of dotted Purple. Falls Pale Yellow, striped brown on haft, with purple dots along side. Distinct Yellow beard. **\$25.00.**
SIR LAUNCELOT—Rich Golden-Brown. **\$5.00.**
SNOW KING—A new large White. **\$10.00.**
SOUND MONEY—Yellow dwarf hybrid. **\$2.50.**
SOUTHLAND—Intermediate. Yellow Fall bloomer. **\$1.00.**
SPOKAN—Most brilliant Red-Brown blend. **\$5.00.**
SUSA—Dwarf, velvety Red-Purple self. **25c.**
TA-WA—Intermediate with large, pale Yellow flowers. **\$1.00.**
THE BLACK DOUGLAS—Dark, Blackish-Violet. **\$2.00.**
THURATUS—Blackish-Purple self. **35c.**
ULTRA—Blue-Violet, intermediate Fall bloomer. **25c.**
WACONDA—Red-Purple self. **35c.**
WAMBLISKA—Big White, with Blue tint. **35c.**
WAR EAGLE—Rich, glowing deep Red-toned Iris of great size. **\$5.00.**

NEW SASS IRIS

CASQUE D'OR—S. Old Gold. Greenish Midrib. F. Velvety maroon. Bronze stripes on haft. Old Gold margin on edge of falls. **\$20.00.**
KHORASAN—A massive blended variegata. S. dull gold. F. nearly auburn, flushed violet below beard. **\$10.00.**
MIDWEST GEM—Large, light Buff Pink, S. domed and falls flaring. **\$20.00.**
OSSAR—Glowing, blackish red self. Not very tall, low branching. Good shape and substance. **\$7.50.**
SANDALWOOD—S. Vinaceous Fawn. F. Army Brown. Good sized flowers, fine shape and substance. **\$15.00.**
THE RED DOUGLAS—S. Raisin Purple. F. Dahlia Purple with brown haft. Prominent Orange beard. Large flowers, stalks up to 40 inches. **\$25.00.**

NEW TYPES OF IRIS

Hybrids between onocyclus hybrids and dwarf bearded hybrids.
BALROUDOUR—S. pallid, soft Bluish Violet. F. deep Olive-Buff, with Olive-Yellow blotch at the end of beard. **25c.**
BLUE TOPAZ—Pale Violet-Blue self, with Blackish Brown blotch on falls. **25c.**
GREY CLOUD—Blend of Blue, Gray, Red, Green and Brown. Brown-Purple blotch at end of beard. **50c.**
STORMY DAWN—Stands soft Violet-Blue, F. neapline Blue, with Brown stripes at haft, forming a blotch at the end of the beard. **75c.**
VELVO—Dark Violet-Red. Small black blotch at end of Brown beard. **\$5.00.**



Earl Smiley

GREETINGS to Our Many Thousands of Old and New Friends

We have made so many new friends during the years we have been in the Water Lily business that we can no longer count them by the thousands—today we count them by the Tens of Thousands!

Each season we have been compelled to expand until, today, we are easily the largest water gardens in the world!

The reason for this unusual growth, we believe, is our fixed policy of giving every customer Greater Value than he can possibly get elsewhere. A wide selection of extra choice varieties, many of which cannot be procured elsewhere—at Reasonable Prices! That's our policy—and always will be. We are grateful for the business you have sent us in the past and look forward to the opportunity of serving you again this season!

Lowest Prices

Nature saves us many thousands of dollars each year, which we pass along to you. Our free-running Artesian Wells run 24 hours a day, 365 days in the year, without cost. Besides, the huge volume of our Hardy Water Lily plantings and sales—largest in existence today—justify a minimum margin.

Highest Quality

Ideal climatic conditions cause our Hardy Lilies to "go dormant" by natural process. WE DO NOT FORCE OUR PLANTS! Hence, we are able to offer you HEALTHIER, HARDIER plants. We guarantee all Hardy Lilies to bloom ABSOLUTELY TRUE TO NAME.

Better Service

Located almost in the center of the United States, we can make prompt deliveries to all parts of the country. Only expert, long-experienced men select and pack our plants. Only strong, vigorous plants are shipped. We maintain, for your service, an experienced Information Department. Prompt answers given to your questions.

GUARANTEE

We positively guarantee that all plants are true to name—and are in good condition when shipped. If any plants are not in good condition, upon receipt, return them immediately for new shipment.

ORDER EARLY

Ordering early will enable us to make prompt shipments, as we are desirous of doing. By May and early June our facilities are taxed to the utmost. You will avoid any delay by sending your order promptly.

Smiley's Water Gardens are located at Beaver Crossing, 18 miles

Southwest of Seward, Nebr.

We are proud to submit these unsolicited letters from customers, typical of many letters we receive each season.

The satisfied customer is the best known means of advertising. Your pleasure is our first consideration.

MUSKEGON, MICH.

Aug. 14th, 1937.

Smiley's Water Gardens
Seward, Nebr.

Dear Sirs:

Enclosed you will find a post-office money order for

I also want to thank you for the water lilies you sent me this spring. They have been blooming continuously from the middle of May and are still loaded with buds. They are "Conqueror" and "Eugenie de Land."

Yours truly,
LOYAL P. DAULT.



Chromatella (yellow)
Hardy Water Lily
See Inside

Fort Erie,
South Ontario,
Canada.

Smiley's Water Gardens
Seward, Nebr.

Dear Mr. Smiley:

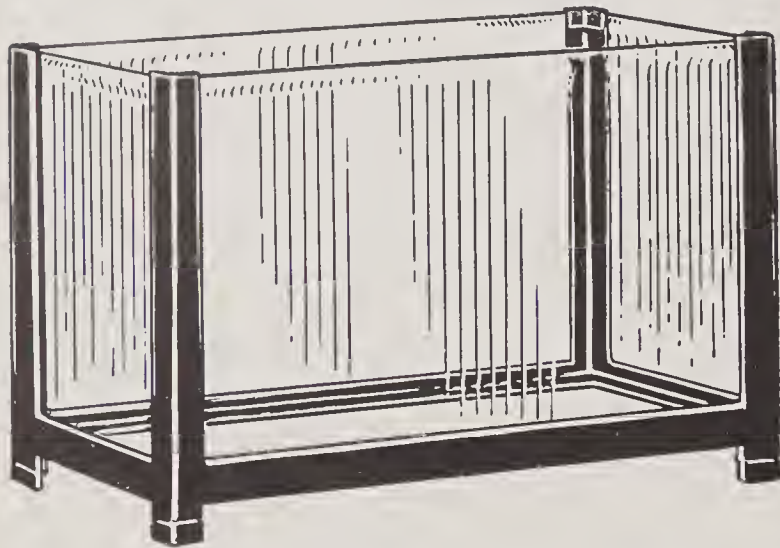
I take great pleasure in writing you a few lines about your water lilies. On May 26th, I received the plants I had ordered, in fine condition, and planted them the same day. On the first of July the Marliac White and Yellow gave me their first blossoms, scarcely over a month after planting. Every day I had five to eight flowers. That is proof you really satisfy a customer.

Thanking you a thousand times, I remain,

Yours truly,
(signed) ERNEST BLOCK.

AQUARIUMS FOR GOLD FISH DISPLAY

ALL STYLES—SIZES—PRICES



Size	Length	Width	Height	Gallons (Approximate)	Shipping Weight	Price Each
101 Aquarium	10	x 6	x 8	2	6 Lbs. each	\$1.00
102 Aquarium	12	x 7	x 9	3	8 Lbs. each	1.50
103 Aquarium	14	x 8	x 11	5	11 Lbs. each	2.25
104 Aquarium	16	x 9½	x 11½	7	14 Lbs. each	2.65
105 Aquarium	17½	x 10½	x 13	10	18 Lbs. each	3.15
106 Aquarium	18	x 11	x 13	11	22 Lbs. each	3.75
107 Aquarium	22	x 14	x 15	15	24 Lbs. each	4.55
947 Aquarium	22¾	x 14	x 15½	17	60 Lbs. each	9.90
961 Aquarium	10	x 6	x 8	2	6 Lbs. each	1.65

(The style No. 100 Aquariums priced above are without gold striping. If the striping is desired, please specify when ordering and add 5c per aquarium for same. Styles No. 101 to No. 107 inclusive are furnished with either glass or slate bottoms. Glass bottoms will be supplied unless slate is specified in your order.)

STYLE 200 AQUARIUM—This new unusually attractive, reasonably-priced aquarium has a steel frame with bulb edge glass, frame finished in green unless otherwise specified. Furnished in the same four sizes as the style 200-A at 25c less per aquarium for proportional sizes.

STYLE 200-A AQUARIUM—Of the same design and finish as Style 200, except it has special corner posts which hold a glass cover in place. An ideal Tropical Fish aquarium. The glass has beveled edges.

MEND YOUR CRACKED POOLS WITH ROKHESIVE

This new and reliable product will mend your pool with very little time and expense. It forms a chemical union with the surface to which it is applied and turns to solid rock, thus completely sealing and permanently preserving the surface. It cannot be removed without part of the surface itself.

It is to be applied on a surface where seepage or other agencies have caused cracking. It completely seals and fills the crack with a material stronger than the original structure.

It comes packed in standard containers, with plain directions printed on each container, also included in the container.

State your preference in color: White, green, red, buff, gray or orange.

The package shipping weight is 10 pounds. White \$2.50; Colors \$2.70, express collect..

Factory in California or nearest distributor.

BEAUTIFY YOUR POOL BY USING DENSO SUB-AQUA

By using this water proof concrete enamel you can get a beautiful sky blue or white background for your plants. It is a non-poisonous coating for concrete surface this is continually under water. It is not injurious to fish or plants and adds life and beauty to your pool. Prices F.O.B. factory Independence, Ohio. 1 qt. \$1.25, ½ gal. \$2.35, 1 gal. \$4.50.

FISH FOOD

Goldfish should be fed twice a week. Too often and too much food are the causes for most fish troubles.

NATURAL FISH FOOD—This is a properly balanced fish food for both the pool and the aquarium and inexpensive. Pint box 50c, quart box \$1.00.

RAINBOW ELASTIC CEMENT 1 lb. cans, 35c
Add 10c postage.

FOR YOUR LAWN

CREEPING BENT GRASS—Ideal for lawns. Makes a thick, rich, carpet-like growth within two months of planting time. No chance for weeds to grow in a lawn sown with Smiley's Creeping Bent Grass Stolons. (Not Seed.) Enough to plant 100 square feet for \$2.00, f. o. b. Beaver Crossing, Nebr.

PLEASE NOTE

Because of lack of space, it is impossible for us to list all the plants we can supply. Upon request, we will gladly furnish quotations on the following: Peonies, Evergreens, Clematis and other vines.



Calico Fantail